

Free Rollouts
Get started with feature flagging and experimentation.

Accelerate
Increase feature delivery and experiment velocity to drive impact.

Scale
Take progressive delivery and experimentation to the next level.

Create and Deliver Experiences

Number of Concurrent Experiments	1	Unlimited	Unlimited
Number of Projects	1	Unlimited	Unlimited
Full Stack Experiments	✓	✓	✓
Traffic allocation	✓	✓	✓
Change History	7 days	Unlimited	Unlimited

Feature Management

Number of Targeted Delivery Rules (per feature flag)	3	Unlimited	Unlimited
Feature Rollouts	✓	✓	✓
Feature Flags	✓	✓	✓
Feature Variables	✓	✓	✓

Experiment Types

Multi-armed Bandits		✓	✓
Mutually exclusive experiments			✓
Stats Accelerator		✓	✓

API

Event Data Export		✓	✓
Jira Integration	Upgrade to Plus	✓	✓
REST API	✓	✓	✓
Webhooks	✓	✓	✓

Security and Administrative Control

Single Sign-on (SSO)	Upgrade to Plus	✓	✓
Account level 2-Step Verification	Upgrade to Plus	✓	✓
Individual 2-Step Verification	✓	✓	✓
Multi-Account Login		✓	✓
User-Based Roles and Permissions	Upgrade to Plus	✓	✓
GDPR Compliance	✓	✓	✓

Implementation

Environments	✓	✓	✓
Allowlisting	✓	✓	✓
Logging	✓	✓	✓
User Profiles	✓	✓	✓

Results

Cross-Project Events	✓	✓	✓
Experiment results page	✓	✓	✓

Stats Engine	✓	✓	✓
Metrics	✓	✓	✓
CSV export	✓	✓	✓
Offline events		✓	✓
Custom Segmentation		✓	✓

SDKs

Optimizely Server Side SDKs	✓	✓	✓
Optimizely Client-Side SDKs	✓	✓	✓
Optimizely Mobile SDKs	✓	✓	✓
Optimizely OTT SDKs	✓	✓	✓

Targeting

Audience Builder	✓	✓	✓
Custom Attributes	✓	✓	✓

Optimizely Program Management

Number of Teams		Unlimited	Unlimited
Idea Backlog		✓	✓
Experiment Documentation		✓	Customizable
Idea Scoring		✓	✓
Commenting		✓	✓
Results Repository		✓	✓
Workflow & Approvals		✓	✓
Test Velocity Reporting		✓	✓
Win Rate Reporting		✓	✓
Operational Reports		✓	✓
Automated Program Analysis		✓	✓
Reporting Filtering		✓	✓

Support

Online Tickets	Upgrade to Plus	✓	✓
Community	✓	✓	✓
Knowledge Base	✓	✓	✓
Academy	✓	✓	✓

Salesforce

Optimizely Data and Attribution app for Salesforce		Add-on	Add-on
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Free Rollouts

Accelerate

Scale

Features	Rollouts Free	Rollouts Plus
Number of Collaborators	10	20*
User-Based Roles and Permissions		✓
Number of Monthly Active Users (included)	100,000	500,000*
Number of Projects	1	Unlimited
Number of Concurrent Experiments	1	1
Change History	7 Days	Unlimited
Number of Targeted Delivery Rules (per feature flag)	3 rules per feature	Unlimited
Online Tickets		Email Support, 24hr SLA
Account level 2-Step Verification		✓
Single Sign-on (SSO)		✓
Jira Integration		✓

* Option to purchase more